July 21, 1997

To: Rick Smith
From: Laura J. Wallon
Subject: Level 3 Contracts

Summary:

Dollar & More Store/ Williamson:
*Recently signed Level 3 with Philip Morris as other permanently display company.
*Eliminated display for #2 selling full price brand, Newport.
*Eliminated buy down on Doral and Monarch at a cost of $2.50 per carton with an average 95 cartons per week. This is a savings of $950.00 per quarter.
*Our EDLP, Highway, reintroduced to the store and pricing secured.
*Contract effective 7/1/97.

Clyde Bargain Center:
*Signed with Philip Morris as other permanently displayed company.
*Eliminated display for #2 selling full price brand, Newport.
*EDLP secured with Highway.
*Contract effective 7/1/97.

Dollar & More Store/Lyons:
*Signed with Philip Morris as other permanently displayed company.
*Eliminated display for #2 selling full price brand, Newport.
*EDLP secured with Highway.
*Contract effective 7/1/97.

R&J Mobil:
*Signed with Lorillard as other permanently displayed company.
*Monarch EDLP.
*Old Gold previously #1 savings brand.
*Share of Market 1st quarter vs. 13 weeks through 6/22/97

full price	18.2%	vs.	20.8%
savings	50.4%	vs.	55.9%
all tiers	22.3%	vs.	24.8%

*Full price represents 89% of total market, Savings 11% of total market.
*Contract effective 5/97.

C&J's Grocery:
*Signed with B.A.T. as other permanently displayed company.
*Contract effective 3/97.
*Monarch EDLP.

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*Share of Market 1st quarter vs. 13 weeks through 6/22/97
full price 19.0% vs. 19.6%
savings 53.0% vs. 54.0%
all tiers 31.3% vs. 31.4%
*Full price represents 64% of total market, Savings 36% of total market.

Ellsworth Super Duper:
*Signed with Philip Morris as other permanently displayed company.
*Contract effective 5/97.
*Montclair formerly #1 savings brand.
*Savings of $264.00 per quarter ending Doral buy down.
*Share of Market 1st quarter vs. 13 weeks through 6/22/97
full price 17.5% vs. 18.5%
savings 42.6% vs. 51.8%
all tiers 26.9% vs. 30.2%
*Full price represents 56% of total market, Savings 44% of total market.

Minetto Mini Mart:
*Signed with B.A.T. as other permanently displayed company.
*Contract effective 3/97.
*Share of Market 1st quarter vs. 13 weeks through 6/22/97
full price 31.2% vs. 33.2%
savings 57.4% vs. 64.0%
all tiers 39.6% vs. 43.0%
*No EDLP signed due to high savings share.
*Full price represents 68% of total market and savings 32% of total market.

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